



MEMO

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October 20, 2009

TO: Supervisor Don Knabe, Chairman
Supervisor Gloria Molina
Supervisor Mark Ridley Thomas
Supervisor Zev Yaroslavsky
Supervisor Michael D. Antonovich

Board of Supervisors

FROM: Laura Zucker, Executive Director

A handwritten signature in dark ink, appearing to be "LZ", written over the printed name "Laura Zucker".

Michael D. Antonovich
Don Knabe
Gloria Molina
Mark Ridley-Thomas
Zev Yaroslavsky

REPORT AND UPDATE ON TRANSITIONAL SUBSIDIZED EMPLOYMENT PROGRAM FOR ARTS ORGANIZATIONS

Commissioners

Attached is a report in response to questions raised at the October 13, 2009 board meeting regarding the Transitional Subsidized Employment (TSE) program. A subsequent report on additional activities will be submitted in one month.

Araceli Ruano
President

Ronald D. Rosen
Vice President

Please do not hesitate to contact me if you have any questions at (213) 202-5858 or lzucker@arts.lacounty.gov.

Ollie Blanning
Secretary

Attachment

Aurelia Brooks
Executive Committee

Betty Haagen
Immediate Past President

C: Arts Deputies
CEO
DPSS
South Bay Workforce Investment Board
C-BEEP

Carlos C. Barrón
Arlene "Phoebe" Beasley
Tomas J. Benitez
Alis Clausen
Judith Galperson
Laurel Karabian
Peter Lesnik
Marjorie S. Lyte
Hope Warschaw
Rosalind Wyman

Laura Zucker
Executive Director

Arts Commission Internship Program
Transitional Subsidized Employment (TSE) program through the Temporary Assistance for
Needy Families Emergency Contingency Fund (TANF ECF)
Updated October 20, 2009

BACKGROUND

In June the CEO was instructed by the Board of Supervisors to work with the Arts Commission to determine alternative sources of funding for the program and to report back. The Arts Commission met with the CEO's office over the course of the summer to explore alternative funding options. The CEO's memo to the Board recommended exploring the use of Temporary Assistance for Needy Families Emergency Contingency Fund (TANF ECF) as a replacement funding source.

On September 22, the Board of Supervisors instructed the CEO to work with the Arts Commission to identify a protocol for using the TANF ECF stimulus funds to fill arts internship positions and report back in 45 days. Positions that cannot be filled through the TANF ECF program, which is intended for low income families, will be funded through an alternative funding source identified by the CEO.

PROGRAM DEVELOPMENT

A conference call was organized with Luther Evans of the Department of Social Services on September 11, after which LACAC staff contacted the South Bay Workforce Investment Board (SBWIB) for more information about the Transitional Subsidized Employment (TSE) program.

Based on a template provided by the SBWIB, Arts Commission staff developed an informational bulletin entitled "**How nonprofit arts organizations can hire subsidized employees**" that includes information on the program and specific steps organizations must take in order to complete an application and to register to become a worksite.

Arts Commission staff will attend the monthly LA C-5 Meeting (LA County Community Colleges CalWORKS Consortium) on October 21 to obtain more information on how to reach eligible students interested in working for arts organizations of upcoming opportunities once more arts organizations become eligible worksites.

COMMUNICATIONS

On September 30, the informational bulletin was reviewed by a staff member at SBWIB and distribution of the information began. During the week of October 5, the www.employmentstimulus.org Web site was changed and as a result, the informational bulletin was updated.

On October 6, Arts Commission staff scheduled an informational workshop for arts organizations with SBWIB staff to take place on October 27 at Arts Commission offices.

Additional Outreach

The Arts Commission is contacting arts organizations who have expressed interested in becoming registered worksites that they may begin the application process immediately. In addition, five arts organizations have been identified as organizations that can be readily shepherded through the process to apply as a worksite. They include The Heart Project, Hollywood Museum, LA Commons, Sangeet School of World Music and the Institute of Art, Music and Science.

Communications to date

<u>Location</u>	<u>Type of Event</u>	<u>Target Audience</u>	<u>Number reached</u>
Arts Commission offices	Arts Commissioners meeting	Arts Commissioners	12
Arts Commission offices	Organizational Grant Program & Grant Writing Basics Workshop	Arts organizations	23
Armory Center for the Arts in Pasadena	Organizational Grant Program & Grant Writing Basics Workshop	Arts organizations	26
Downtown	Information shared with participants of the Arts Reach National Arts Marketing & Development Conference session on funding for the arts	Arts organizations and individuals	50
Arts Commission offices	Information announced and disseminated Organizational Grant Program & Grant Writing Basics Workshop	Arts organizations	30
HOA	2009 Grantee Reception	OGP Grantees	270
Email	Information emailed to 308 grantees in the Organizational Grant Program	OGP Grantees	308
Email	Information emailed to 125 supervisors who participated in the Internship Program in the summer of 2009	2009 Internship Program supervisors	125
Email	Information emailed to 238 attendees of the Grantee Reception for which Arts Commission has emails	OGP Grantees	238
Email	Message was sent out on LA Culture Net (LACN), a listserv moderated by the Arts Commission with over 5,000 subscribers	Arts organizations, arts administrators, students and individual artists	5,000+
Web site posting	Information posted on Arts Commission Web site: http://lacountyarts.org/techassistance.html	Arts organizations, individuals and artists	
Web site posting	Information posted on Arts for LA Web site: http://www.artsforla.org/forum/subsidized_employee_program_workshop_1027	Arts organizations, individuals, students, arts advocates	

<u>Type of Event</u>	<u>Location</u>	<u>Target Audience</u>	<u>Number reached</u>
Email	Information about TSE program shared with Arts Commission list of Career Centers at various colleges and universities located in county	College counselors and students	14
Email	Information about TSE program shared with Ford Theatre partners	Arts organizations	18
Email	Interns that participated in the program during the last two years were advised of the opportunity for employment through TSE program and that arts organizations will be registering as worksites	Students	250
Email	Information bulletin and workshop date shared with municipal arts agencies to post (Cities of Pasadena, Long Beach, West Hollywood, Culver City, City of Los Angeles and Santa Monica listservs)	Arts organizations, individuals, artists, students	
Email	Follow up email and reminder sent to LA Culture Net (LACN) listserv	Arts organizations, arts administrators, students and individual artists	

Upcoming Communications

<u>Type of Event</u>	<u>Location</u>	<u>Target Audience</u>	<u>Number reached</u>
Facebook	Information bulletin and workshop date posted on Arts Commission Facebook page	Arts Community	855
Web site posting	Information bulletin and workshop date shared with subscribers of Arts for LA's newsletter	Arts organizations, individuals, students, advocates	7,100
Email	Send follow up email and reminder about workshop to grantees and internship program supervisors	Arts organizations	
El Camino College	Arts Commission staff will attend the monthly LA C-5 Meeting (LA County Community Colleges CalWORKS Consortium) to obtain more information on how to reach eligible students interested in working for arts organizations of upcoming opportunities.	Community college district administrators and DPSS staff who coordinate the CalWORKs/TA NF program	
Glendale Civic Auditorium	Information announced and disseminated at Arts Tune-Up on Saturday, October 24	Small arts organizations,	90+

		individual artists and students	
Arts Commission offices	Arts Commission will host a workshop on how to complete an application for the Transitional Subsidized Employment (TSE) Program at Arts Commission offices on Tuesday, October 27 with two representatives from South Bay Workforce Investment Board.	Arts organizations	30+
DWP Crenshaw Service Center	Information announced and disseminated at Organizational Grant Program & Grant Writing Basics Workshop	Arts organizations	30
Sheraton Fairplex in Pomona	Information announced and disseminated at Organizational Grant Program & Grant Writing Basics Workshop	Arts organizations	30
Ken Edwards Center in Santa Monica	Information announced and disseminated at Organizational Grant Program & Grant Writing Basics Workshop	Arts organizations	30

TRACKING

The Arts Commission is working with the SBWIB to develop a process to identify arts organizations that register to become a worksite and track employment. The Arts Commission will provide SBWIB with a list of arts organizations; the SBWIB will cross check the list to see which of those organizations have become worksites.

In addition, Arts Commission staff will follow up with all organizations who have expressed interest in the program to track how many become worksites.

UPDATE ON C-BEEP

The Arts Commission is soliciting resumes for a for-credit internship position through the C-BEEP program. We are using this position as an opportunity to measure potential interest in an unpaid internship position in the arts. The position was:

- Posted on our Web site
- Posted on C-BEEP's Web site
- Emailed to more than 5,000 individuals through the LA Culture Net listserv
- Emailed to 250 interns that participated in the LA County Arts Internship Program in 2008 and 2009
- Emailed to 14 career centers at colleges throughout the County

As of October 19, a total of three resumes have been received. One student expressed interest but thought it might be better for her to pursue the opportunity in the spring; we agreed to reconnect again in February to discuss her availability. The other two applicants are not enrolled in college at this time and do not qualify for the C-BEEP program.

We will circle back to remind past interns of the opportunity as well as repost the position on LA Culture Net. In addition, we will present the opportunity to an audience of more than 90 people at an upcoming Arts Tune-Up event at the Glendale Civic Auditorium on October 24. Rodney Hoston of the C-BEEP

program has invited Arts Commission staff to attend a meeting at Cal State LA on Thursday, October 22 from 10 am-1pm to further recruit for this position.

We are also in the process of developing a second opportunity in our Communications division. We aim to have that position posted in the next two weeks and will again track responses to the position.